

# GreenBooks Annual Report

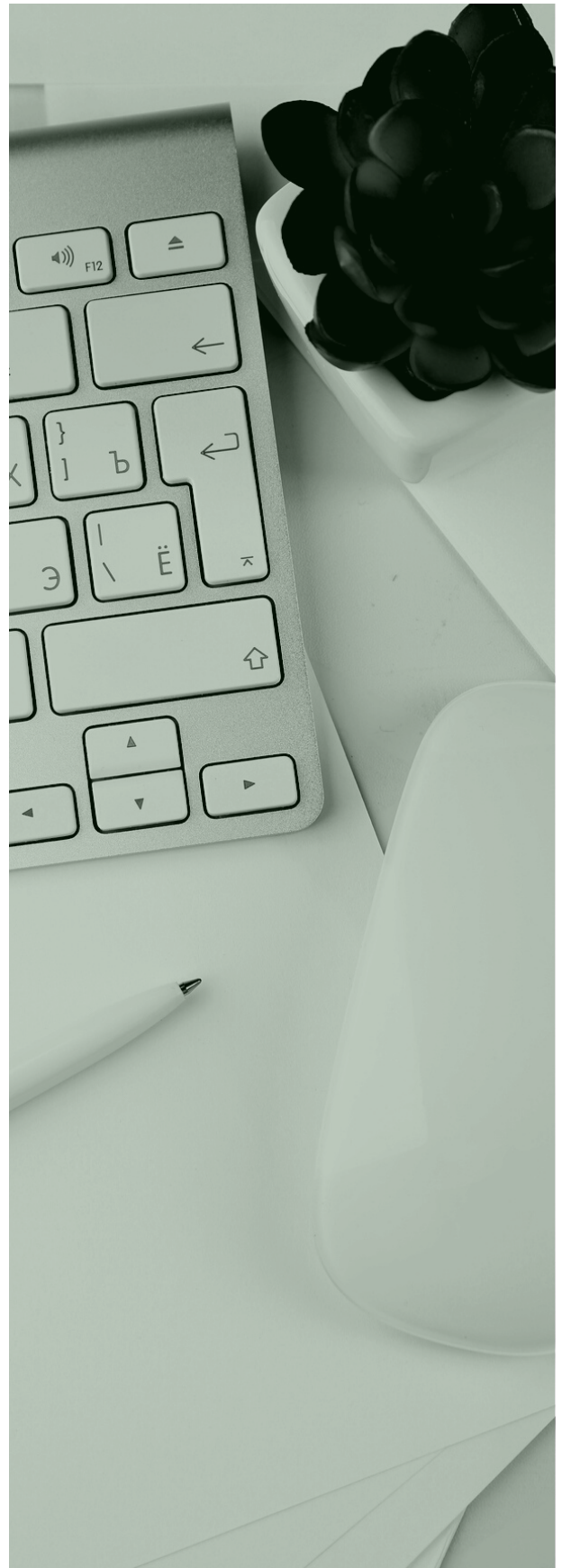
2021/22



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## Message from the board.

A thriving nonprofit sector supports Canadian ecosystems and communities. Especially smaller organization who bring unique expertise and community-level insights to the table.

Yet, this positive impact is only possible when grassroots groups have enough resources to carry out longterm projects and maintain reasonable overhead expenses.

*Our team understands this struggle; we've been there before.*

As environmental leaders and experienced bookkeepers, we've been advisors to ENGOs, helping relieve the burden of financial tasks so that you can focus on the environment.

Through our continued development, GreenBooks delivers more value and increased support for the environmental sector. Our board is immensely proud of this progress and we are looking ahead with optimism.

We sincerely thank you for your trust and partnership, and for joining us along this journey.

Warmly,

Erik Pervin, Chair of the Board

# Mission, vision & values.



GreenBooks is a full-service bookkeeping social enterprise founded to help other environmentalists and progressive non-profits.

## **Mission.**

To help environmental nonprofits deliver on their mission without wasting time worrying about the books. GreenBooks believes that high-quality bookkeeping should be accessible to organizations of any size, and strive to provide excellence and value. GreenBooks Specializes in Quickbooks bookkeeping and financial consulting.

## **Vision.**

To be a leader in bookkeeping for small-shop environmental organizations across Canada.

## **Values.**

- Honesty
- Credibility
- Educating/Knowledge Sharing
- Transparency
- Accountability
- Attention to detail
- Accuracy
- Commitment
- Respect

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# A dedicated team.



## Sarah Halcro as our National Bookkeeper

Sarah joined the GreenBooks team in January 2022! She has done amazing work in supporting our clients and ensuring everything is done and on time!. She studied at Algonquin's bookkeeping program. She is also the owner of Halcro Homemade, where she markets candles and other homemade items. On the weekends and time off you can find her walking and hiking with her dog or finding new camp sites.

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## Chantel as our Client Outreach Coordinator

Chantel joined the GreenBooks team in March 2022! She has been doing outreach throughout the country, in order to expand GreenBooks services to more nonprofits. Graduated from Trent University with a Bachelor of Arts degree, majoring in International Development Studies and minoring in Environmental Studies. She is an outdoors enthusiast with a passion in environmental justice and conservation.



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## Monica as our Bookkeeper

Monica joined our team in February 2022! She lives, works and plays in the Ottawa area. As a passionate outdoors person, she feels strongly in supporting like-minded organizations in their mission to engage the community in learning about and conserving our natural spaces. As a math nerd with training in accounting, she looks forward to reducing your stress related to managing the books. You may bump into her enjoying the Ottawa River watershed on foot, on wheels or in a boat.



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## Stefan as our Sustainability Intern

Stefan Klietsch grew up in the Ottawa Valley outside the town of Renfrew. He later studied at the University of Ottawa, specializing in Political Science with a Minor in Religious Studies. He was the 2015 Green Party of Canada candidate, the 2019 Libertarian Party of Canada candidate, and the 2021 Independent Candidate for Renfrew-Nipissing-Pembroke. In his role with Greenbooks, he will be working with Quickbooks software to reconcile bank accounts and payroll history for Sustainable Eastern Ontario's partner organizations.



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# Our year at a glance.



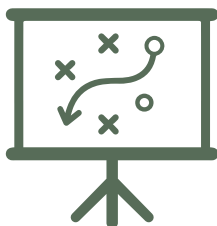
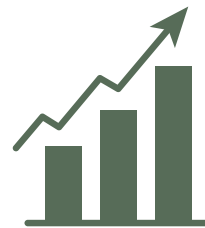
## GreenBooks has gone national.

After federally incorporating in April of 2021, GreenBooks has been able to expand its reach throughout Canada! Thus it is able to offer its support and services to environmental non-profits all over the country. GreenBooks now has clients in Quebec, Nova Scotia, and Ontario and hopes to support nonprofits in every province.

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## We are growing.

We have steadily grown in the past year, expanding our outreach and network. GreenBooks has welcomed four new team members and strengthened internal operations and capacity. As a result we have experienced an increase in clients.



## Strategic plan underway.

GreenBooks has finalized our strategic plan for the next 5 years of growth. This was completed by Eco-Executive Director, who helped GreenBooks visualize and strategize our organizational goals.

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## Communications plan developed.

With the help of StageLight Communications, GreenBooks has completed our Communications plan. This has aided us in outreach and conveying our mission and services to nonprofits throughout the region. They have been an amazing resource in setting our communication strategies.

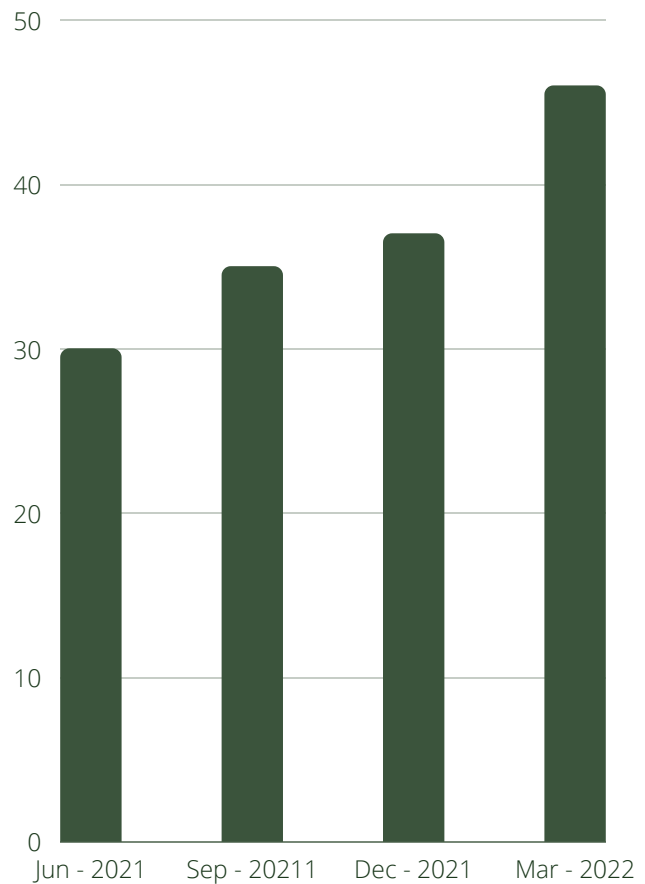




# Client growth.

GreenBooks has proudly expanded this past year. Since March 2021, we have welcomed 18 new nonprofits and been able to support them in their financial growth.

Each organization is important to us. Through outreach and client referrals, we hope to continue our expansion for financial support in the green sector.



# Funding update.

*As a non-profit social enterprise, GreenBooks relies on grants and foundations to provide bookkeeping services to organizations regardless of their financial capacity.*

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## Grants and Foundations:

\$20,700.00

## Government Grants:

\$13,224.00

## Total Revenue:

\$56,348.88







# A big thank you to our donors.

*Our team would like to extend our gratitude to the following donors. We couldn't have done this without your support.*



The Ottawa Community Foundation awarded us \$10,000. The Foundation is a public, charitable organization created by and for the people of Ottawa working with donors and communities as a trusted partner to bring about sustainable change.

With the \$10,000 Google Ad Grants for Nonprofits, Google is helping spread our message across the country.



The Sustainable Capacity Foundation (SCF) has provided cash flow loans and support to enable our first year of operations. SCF supports the Canadian environmental sector with grants that assist with capacity building efforts.

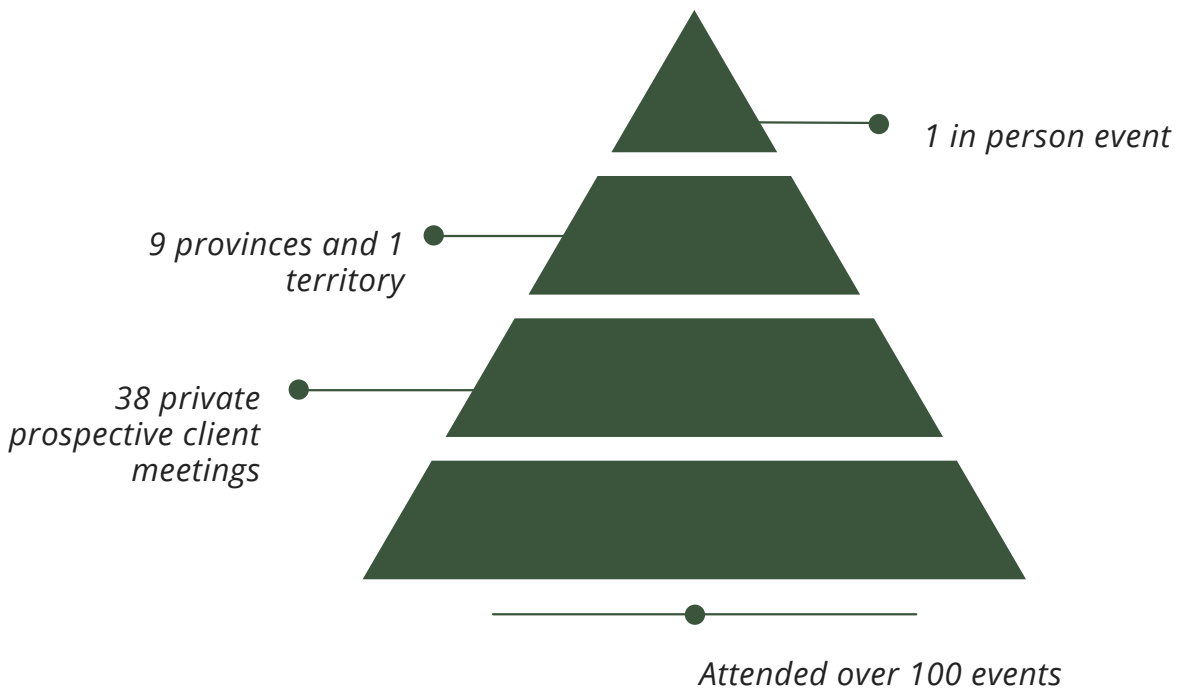
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# Communications update.



## A brand new website.

Our new site was officially launched in August of 2021 ([www.greenbookscanada.ca](http://www.greenbookscanada.ca)) using the GoDaddy platform. The team has made revisions to ensure it is user-friendly and that the information is accessible to all viewers.



## A growing online presence.

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# Priorities for the fiscal.

*Strategic priorities for the year are focused on systematizing, strengthening, and scaling the nonprofit sector to ensure efficient and reliable support.*

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## Systematize.

- Create step by step guide
- Develop client retention
- Refine business plan
- Quality control + annual strategy deadlines calendar

## Strengthen.

- Enhance relationships /Monitor retention, adjust as needed
- 2 Accountants
- CPD for team
- Refine HR policies



## Scale.

- 50 current clients
  - Grow to 100 clients
  - 4 bookkeepers
  - 2 outreach + engagement staff
-



## Impact story.

GreenBooks began working with the Canadian Environmental Network (RCEN) this past year, and already they have experienced the benefits of our services. RCEN detailed the transition into working with GreenBooks and the relief it gave their team.

Before hiring GreenBooks, RCEN had hired a private company to manage their books. Unfortunately, they were unreliable and generally had poor service, causing RCEN to waste limited funding

*As a small-shop organization how they spend their time and resources is a major priority.*

Their transition to GreenBooks was very thorough, attentive, and detail-oriented, RCEN expressed. It has been a relief for their board of volunteers to no longer worry about their books.

GreenBooks understood the unique challenges of running a nonprofit - which not all bookkeepers do. There are constant fluxes in funding and changing of staff with varying salaries. This can be tricky to manage and requires a bookkeeping service that understands the complexities within the nonprofit.



RÉSEAU CANADIEN DE L'ENVIRONNEMENT  
CANADIAN ENVIRONMENTAL NETWORK